



# New billboard for Longo's opening a real 'grabber'

Toronto-region grocery retailer Longo's begins the rollout of a new campaign to support the opening of its latest location in Oakville. Created by strategy, design and communications firm Spyder Works Inc. of Toronto, the first elements of the campaign, outdoor and direct mail, launch this week, with print advertising, flyers, transit and radio tags to follow. All told the campaign will run for eight weeks.

"Longo's, as a brand, is all about friendly, fresh, adventures in food," comments Robert Koss, Director of Marketing at Longo's. "With outdoor, it can be real challenge to communicate your whole positioning with just one image, but Spyder Works really nailed it with the vibrant red lobster claw holding up the red ribbon – it's fun, bright, approachable and speaks to freshness and adventures in food all at the same. A real grabber," he says.

"Longo's is all about their people and their product selection," comments John Paulo Cardoso, Chief Creative Officer of Spyder Works. "We made that the focus of the direct mail piece where we actually showcase each of the department managers giving food and recipe insider tips in an approachable way – that's how we brought the brand alive and feedback has been really positive."

Spyder Works Inc. has been working with Longo's for four years creating their private label packaging and design, as well as recently branding and designing Longo's new coffee and tea café experience, Aromaté Café by Longo's in Longo's Oakville (338 Dundas Street East, Oakville). Their mandate has recently expanded to temporary installations, such as the olive oil section in Longo's on Ponytrail in Mississauga.

Spyder Works Inc. is a business accelerator for its clients. Its manifesto, "If you're not going to change customers' lives, someone else will" is the basis for a process that starts with great strategy, aligning with innovative design, and disruptive marketing and communications. With offices in Toronto and New York, the firm also offers trademarked '30 Day Decisions' strategy workshops and roundtables to validate the decision-making process and drive business growth. For more information on Spyder Works, please visit [www.spyderworksdesign.com](http://www.spyderworksdesign.com).

Longo Brothers Fruit Markets Inc. (Longo's) is a family owned business established in 1956 when the store was first located on Yonge Street and Castlefield, in Toronto. Sixteen stores later, members of the Longo family still go to the Ontario Food Terminal six days a week to purchase the produce offered in stores. To bring the Longo's experience to the doorsteps of customers across the Greater Toronto Area, Longo's also owns and operates Grocery Gateway, a leading online grocery retailer [www.grocerygateway.com](http://www.grocerygateway.com). For more information on Longo's, please visit [www.longo.com](http://www.longo.com).



## Campaign Elements

- 1 Pre and post store opening billboards and transit ads with the lobster claw.
  - 2 Store opening newsprint ads with the lobster claw.
  - 3 Post opening newsprint ads focusing on store managers message and featured items.
  - 4 Direct mail campaign introducing key department managers to the surrounding community.
- Not Shown radio spot, invitations and store flyer.